



SHOP DISPLAY

SHOP PROMO



## **Invision announces the add-on acquisition of the Trivento Group for its portfolio company The Shop Holding AG**

*Zug, Switzerland, February 26, 2010*

Invision is pleased to announce that the portfolio company The Shop Holding AG has successfully acquired the Trivento Group. Trivento with its daughters is a leading player in the Swiss call center and sales promotion market and has an optimal fit with The Shop Holding service portfolio. Invision foresees great potential for both cost as well as cross selling synergies arising from the integration of the Trivento companies into the group. With this acquisition, the basis for a strong player in the Swiss sales promotions market is laid.

The Trivento Group mainly consists of 3 operative units, at directsales AG, tricall AG and nemensis AG. At directsales performs all sorts of sales promotion services in the name of respective customers. Tricall AG is an operator of call center with inbound and outbound activities. Nemensis is a very specialized search agency for highly qualified professionals in the healthcare market. Altogether, the acquisition of these companies complements the service portfolio of The Shop Holding Group.

### **About Invision:**

Invision is a leading Swiss Private Equity firm investing in innovative European growth companies. Invision's philosophy is to be an active investor contributing value to its investment companies by making use of its experience and know-how with numerous growth companies and its broad network of contacts. Invision has an outstanding track record of over 10 years and experience from financing, developing and supporting approx. 70 companies. Many of these companies have been successfully sold or floated on a stock exchange. For additional information please visit [www.invision.ch](http://www.invision.ch).

### **For further information:**

Invision Private Equity AG  
Martin Staub, Partner  
Grafenastrasse 7  
CH - 6304 Zug, Switzerland  
Phone: +41 41 729 01 01  
Email: [staub@invision.ch](mailto:staub@invision.ch)  
[www.invision.ch](http://www.invision.ch)